



# South Dakota QuitLine

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Note: The term “tobacco” refers to commercially produced tobacco products only and never the traditional tobacco of the Northern Plains American Indians.

# Overview

- Toll of Tobacco
- Priority Populations
- Ask, Advise, Refer
- SD QuitLine
- Resources

Tobacco use is the **SINGLE**  
most **PREVENTABLE** cause of  
death in the U.S.



**KILLER.**

**Kills 480,000** people in  
the U.S. each year!

**KILLS  
MORE PEOPLE  
THAN:**

**HIV/AIDS  
Alcohol  
Car accidents  
Murders  
Suicides**

**COMBINED**

# Cost of Tobacco Use: South Dakota

- **\$373 million** in tobacco related health care costs per year
- **\$282.5 million** in lost work productivity
- **\$782 per household** in taxes





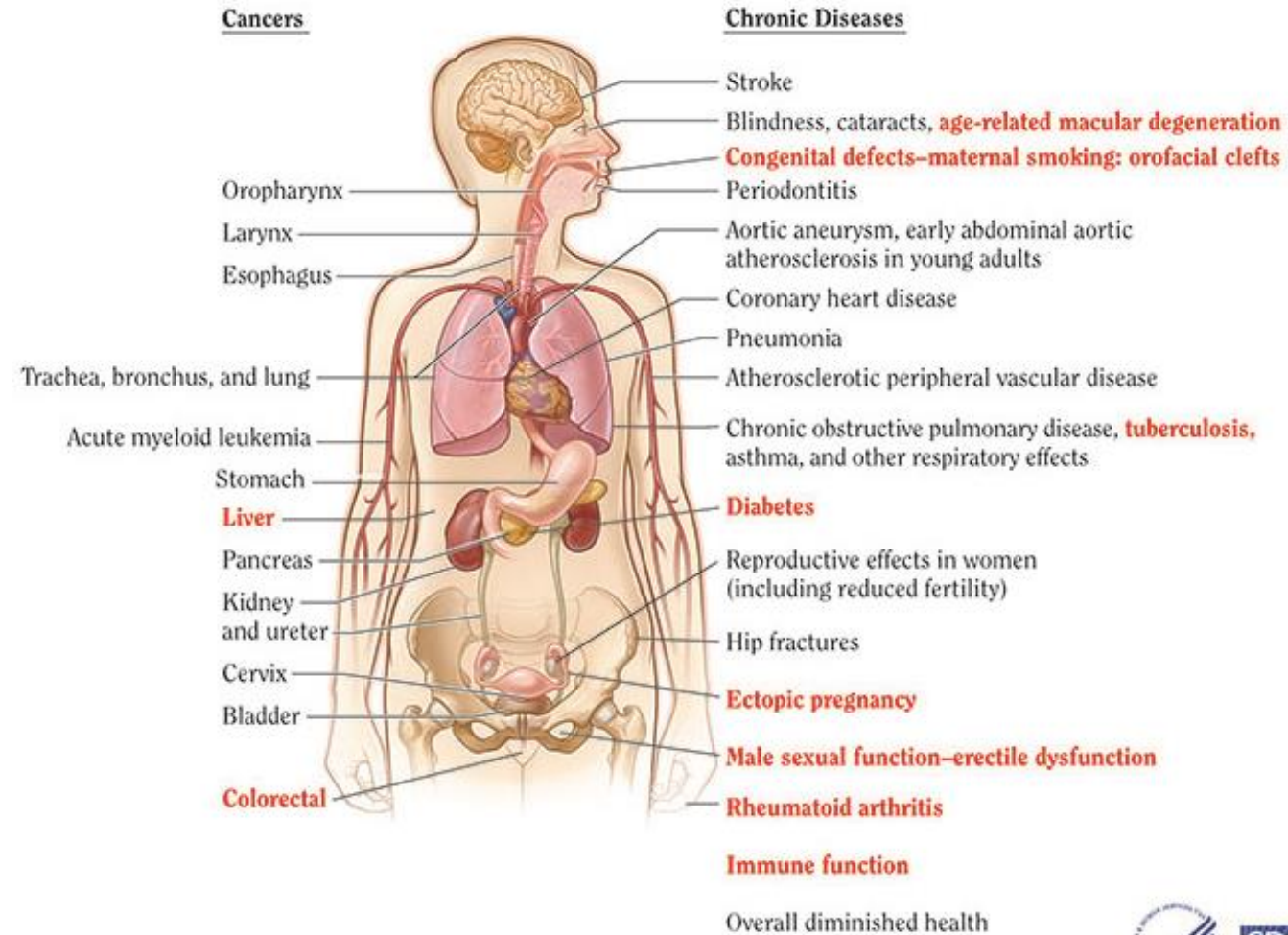
**Adult Smoking Rates:**

**U.S. 17.1 %**

**SD 18.1 %**

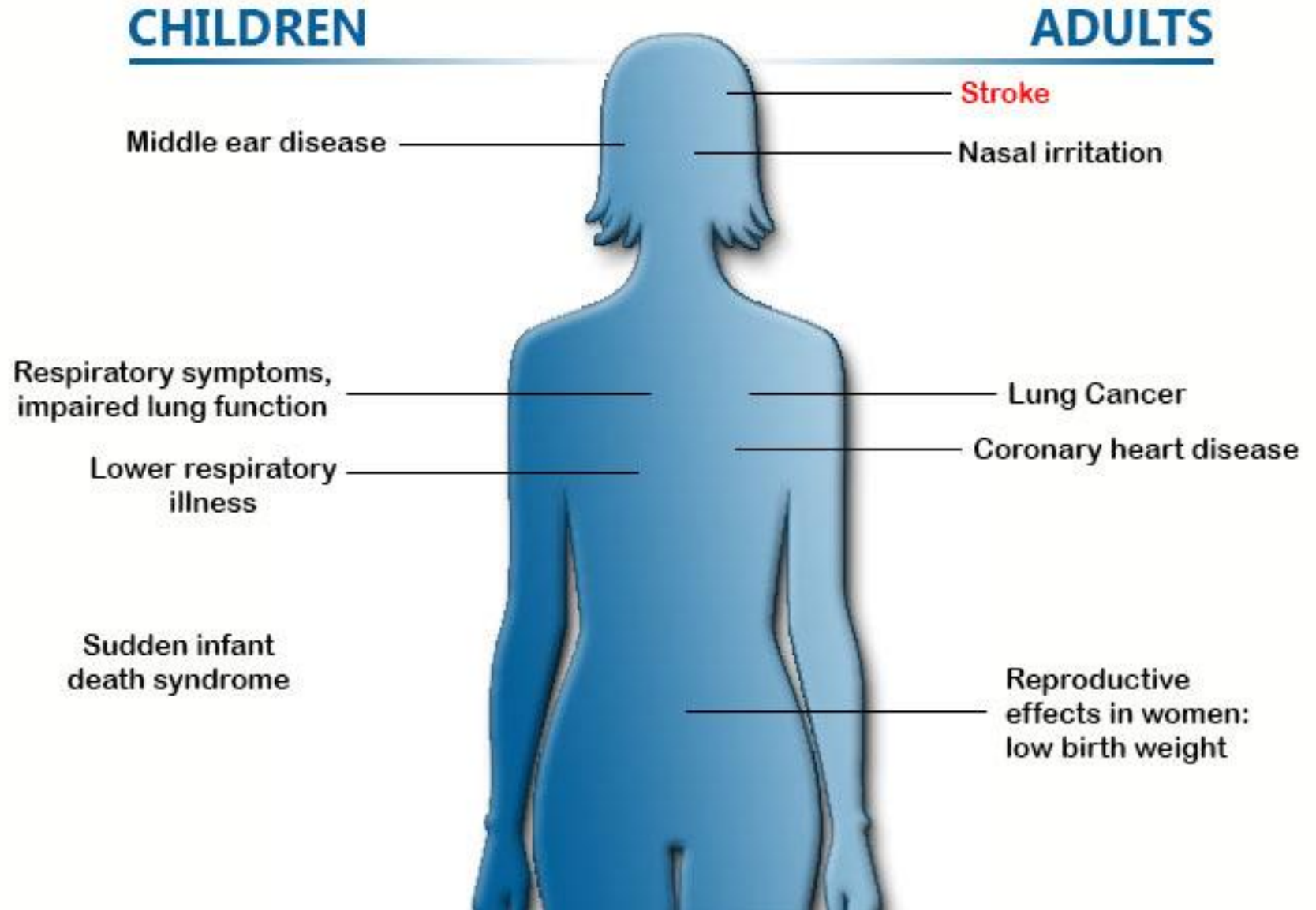
# Risks from Smoking

Smoking can damage every part of your body





# Secondhand Smoke





## Thirdhand Smoke

Infants and children ingest toxins at a much higher rate.

The toxins from cigarette smoke that stick to all surfaces.

Can't be eliminated by opening windows, fans, etc.



# Spit Tobacco

- Smokeless does NOT mean harmless
- Different route, same nicotine addiction
- 28 carcinogens
- 50 X *more* likely to be diagnosed with oral cancer



# E-Cigarettes (ENDS, Vapes, JUUL, E-Hookahs)

- **NOT** just water vapor
- **NOT** safe for youth, pregnant women, or those who don't currently use a tobacco product
- **NOT** an FDA-approved cessation device
- Danger of explosions



# Priority Populations

- Youth & Young Adults
- American Indians
- Pregnant Women
- Spit Tobacco Users
- Medicaid Clients
- Individuals with Mental Health or Substance Use Disorders



# Ask, Advise, Refer

*A tobacco cessation intervention that could double a patient's chance at quitting.*

## ASK

- About tobacco use
- If willing to make a quit attempt in next 30 days.

## Advise

- In a personable, nonjudgmental way
- Single best thing they can do for their health.

## Refer

- If willing and ready, refer them to the SD QuitLine

POLL!



# South Dakota QuitLine

- 1-866-SDQUITS (737-8487)
- [www.sdquitline.com](http://www.sdquitline.com)
- Free cessation counseling
- Free NRT or cessation medication
- Enroll through phone, web enrollment or fax/EHR referral





# Who can use the SD QuitLine?

- SD Resident
- Tobacco user (*including e-cigarette users!*)
- 13 years of age or older
- Ready to quit or has quit in the last 30 days
- Eligible to re-enroll



# Promote the SD QuitLine

**South Dakota QuitLine**  
*Your #1 Resource for Tobacco Users*



1. **FREE Enrollment**
2. **FREE Medications**
3. **FREE Coaching**
4. **Successful & Evidence Based**

**SD QL Quit Rate: 41.3%**

**US QL Quit Rate: 30.2%**

# Passive Referrals

***1-866-SD QUITs***

**Call the QL with the patient or give them  
a QL business card/brochure.**

***[www.sdquitline.com](http://www.sdquitline.com)***

**Ask patient to fill out the online form, a  
QuitLine coach calls them.**

# Direct Referrals

## *Fax Referrals*

Form available at [SDQuitLine.com](http://SDQuitLine.com)

## *Electronic Health Record (EHR) eReferrals*

### Facilities with eReferral Capabilities:

- Sanford
- Avera
- Rapid City Regional
- Cheyenne River Health Center
- Coteau des Prairies

# sdquitline.com/providers

## DIRECT REFERRALS

Connects the patient and the services directly so you can rest assured they are receiving guidance. Plus, it allows the QuitLine to inform the provider about the patient's progress.

### Fax Referral Form

### Electronic Health Record

- Simplest way
- Patient information sent directly to QuitLine for enrollment
- Available at several healthcare facilities
- See resources section of QuitLine **PROF** training for more information

## PASSIVE REFERRALS

Helps a patient get connected, but leaves the provider unsure if patient follows through.

### Phone: 1.866.SD-QUITS

- Call the QuitLine with your patient
- Give them a QuitLine business card or brochure. These are available to order through the DOH online catalog. Order online at [doh.sd.gov/catalog](https://doh.sd.gov/catalog)

### Web Referral: [SDQuitLine.com/enroll](https://sdquitline.com/enroll)

- Patient fills out form on their own
- QuitLine calls back by the next day to enroll them

# Coaching

- **Coaching sessions centered around a Quit Date**
- **Develop a quit plan, set a quit date, discuss medications, coping, triggers, withdrawal etc.**
- **QuitLine Coach calls the participant at scheduled time**
- **QuitLine Coaches are highly trained in cessation and addiction.**

# QuitLine Medications

\*QL participants and their coach may choose one of the following for **FREE**

- **Zyban** (*physician RX required*)  
-Bupropion SR 150mg (Disp: 1 per day x3 days; BID thereafter)

**OR**

- **Nicotine Replacement Therapy (OTC):**  
**Patch:** 7 mg, 14 mg, 21 mg  
**Gum:** 2 mg, 4 mg  
**Lozenge:** 2 mg, 4 mg





# QuitLine Postpartum Program

**Half** of the women who quit smoking during pregnancy, relapse 6 months after delivery, **80%** relapse in 12 months.



# QuitLine Postpartum Program

**Eligibility:** Must have quit using tobacco during pregnancy and be at least 2 weeks from their due date

- 4 postpartum relapse prevention calls
  - 2 weeks before due date
  - 15, 45, 90 days after due date
- Gift card incentives at program milestones
- Eligible for immediate enrollment in the QL phone service if relapse occurs while enrolled

# QuitLine Kickstart Program

[SDQuitLine.com/kickstart](http://SDQuitLine.com/kickstart)

## Option 1:

- 2 week supply of NRT patches, gum lozenges
- Quit guide

## Option 2:

- Quit Guide





**PROF**

**+ SD QuitLine = More tobacco-free patients.**

Learn how to make a QuitLine referral using PROF training

- Program and Resource Online Facilitator
- [www.dohprofsd.org](http://www.dohprofsd.org)
- Free online QuitLine training module

POLL!

# Doh.sd.gov/catalog



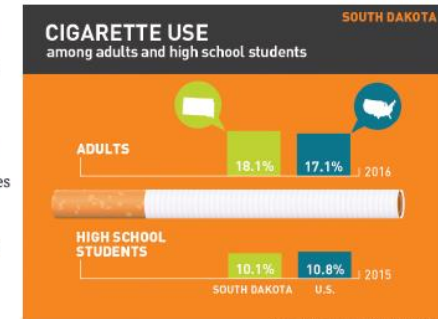


# E-Cigarette Resources

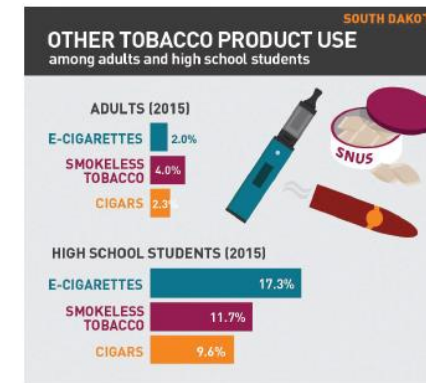
Contact the SD TCP for a  
informational handout and  
recorded presentation!

## ADDRESSING THE USE OF E-CIGARETTES AND OTHER VAPING PRODUCTS

The rapid uptake of e-cigarettes and other vaping devices has suddenly reversed a trend of declining teen tobacco use in South Dakota. In 2015, nearly one in five (17.3%) high school students used e-cigarettes, while about one in ten (10.1%) of high school students smoked traditional cigarettes.<sup>[1]</sup> This toolkit provides tools and resources to help South Dakota communities, schools, and healthcare professionals who are working to address the use of e-cigarettes and other vaping products.



Infographic courtesy of Truth Initiative<sup>[1]</sup>



Infographic courtesy of Truth Initiative<sup>[1]</sup>

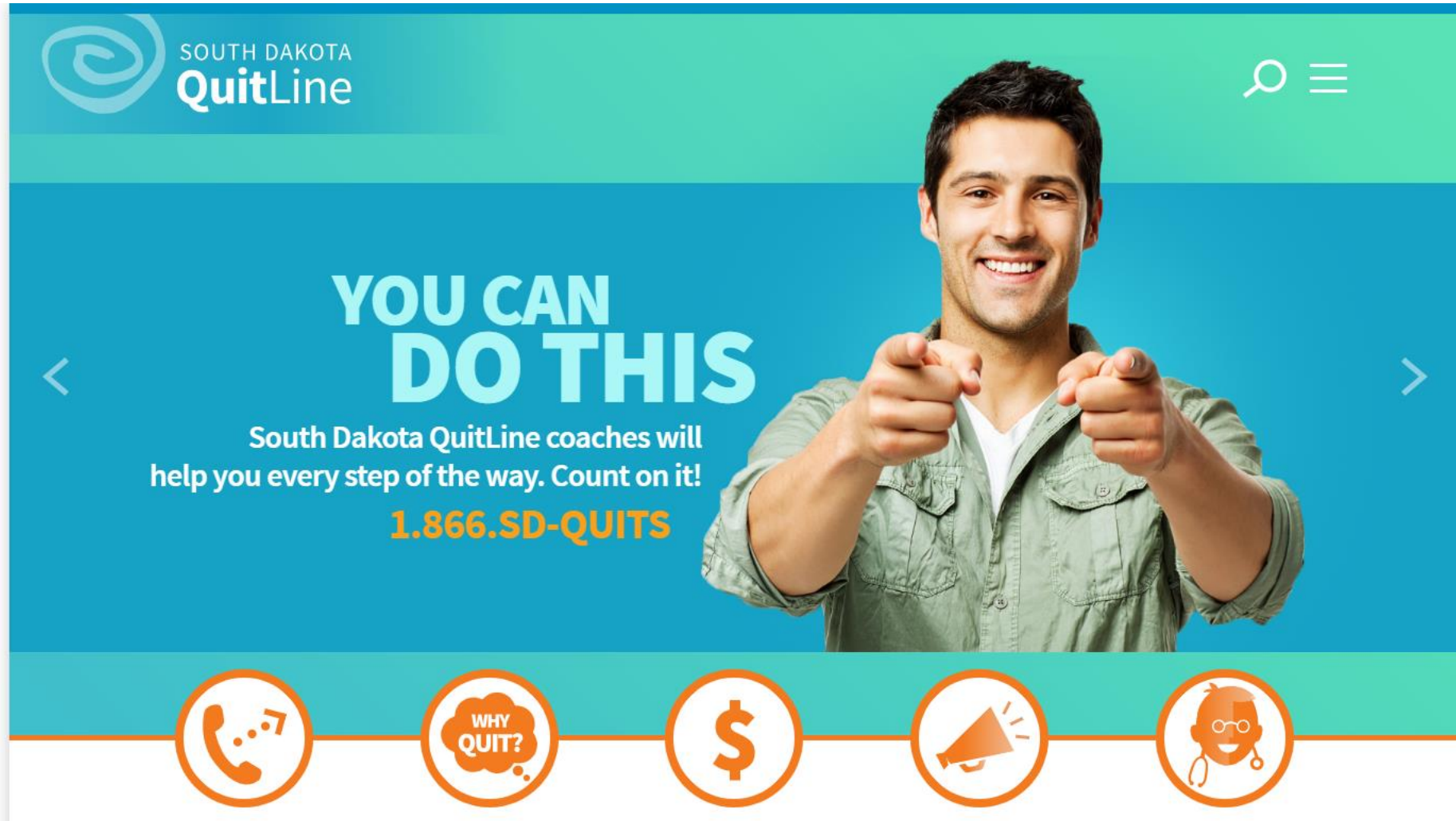
### E-CIGARETTES AND OTHER VAPING PRODUCTS

E-cigarettes are battery-operated devices that heat a liquid and convert it into an aerosol, which is then inhaled and delivers nicotine, flavors, and other chemicals to its user.<sup>[2]</sup> E-cigarettes go by many different names—“e-cigs”, “e-hookahs”, “mods”, “vape pens”, “vapes”, and “electronic nicotine delivery systems (ENDS)” —just to name a few. The aerosol produced by e-cigarettes almost always contains nicotine, which is the highly addictive drug found in traditional tobacco products like cigarettes, cigars, and other tobacco products. Some e-cigarettes are being marketed as containing no nicotine have still been found to contain nicotine.<sup>[3]</sup> The

use of products containing nicotine poses a threat to youth, pregnant women, and unborn babies.<sup>[2]</sup> Not only is nicotine addictive, but it is also harmful to adolescent brain development, dangerous for pregnant women's health, and toxic to developing fetuses.<sup>[3]</sup>



# SD QuitLine.com



The image is a screenshot of the SD QuitLine.com website. The header features the South Dakota QuitLine logo on the left and search and menu icons on the right. The main content area has a blue background with a man pointing at the viewer. Text on the page includes 'YOU CAN DO THIS', 'South Dakota QuitLine coaches will help you every step of the way. Count on it!', and the phone number '1.866.SD-QUITS'. A bottom navigation bar contains five circular icons: a telephone, a thought bubble with 'WHY QUIT?', a dollar sign, a megaphone, and a doctor's head.

**SOUTH DAKOTA**  
**QuitLine**

**YOU CAN DO THIS**

South Dakota QuitLine coaches will help you every step of the way. Count on it!

**1.866.SD-QUITS**

WHY QUIT?

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# FindYourPowerSD.com



TRADITIONS

| HOW TO QUIT

| KEEP IT SACRED

| TOOLKITS

| MEDIA

| CONNECT

| QUIT NOW

| RESOURCES

I find my  
power in my  
daughter.



1-866-SD-QUITS  
(1-866-737-8487)





# BeFreeSD.com



LIVE  
WORK  
PLAY  
LEARN  
MEDIA  
ABOUT US  
CONNECT  
HOME

# i DID it

WATCH THE VIDEOS

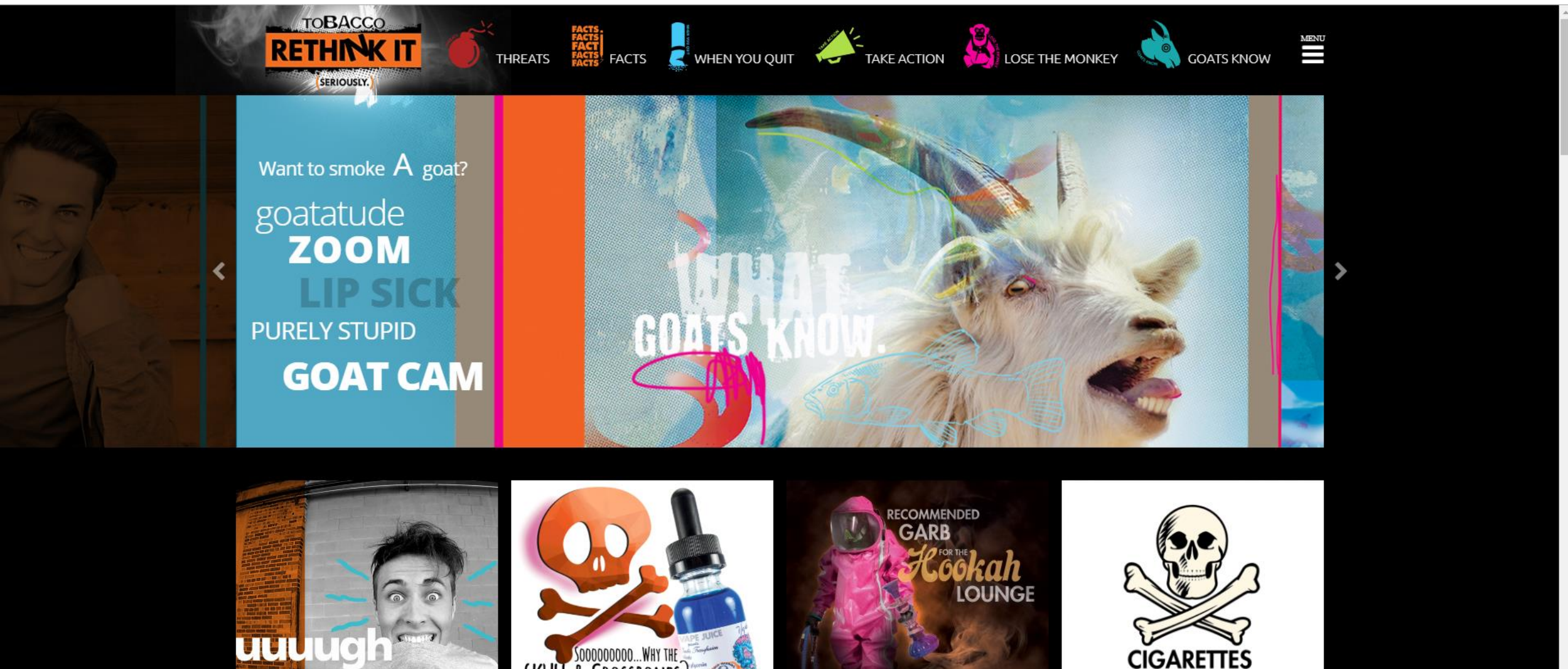
HOW CAN I HELP?

LEARN MORE

SPRING INSTITUTE: MARCH 27, 2019 — REGISTER NOW!



# ReThinkTobacco.com





# New E-Cigarette Campaigns





# Questions?

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